

SELLING

January 2011 Vol. 11, No. 7

points

MONTHLY RETAILER NEWSLETTER



When you sell a lottery ticket,
you're not just selling a chance...



you're helping give one.
Imagine the possibilities.

18+

DO NOT sell lottery tickets to any person under the age of 18. A player must be at least 18 years of age to purchase a ticket.

IN THIS ISSUE: Pick 3 Front Pair and Back Pair launch this month!

Dear Lottery Retailers:

Great news! The Lottery celebrates its ninth anniversary on January 7, 2011! How exciting is that? Nine years of providing dollars for education in South Carolina and nine years of working with you, our amazing retail partners.

The last year was full of fun. Remember the Ric Flair™ Wooooo!™ instant ticket? I bet you had a stream of wrestling fans asking for those tickets. Additionally, last year was the first year for cross-selling Mega Millions® and Powerball®, and you really worked hard to educate your customers about the new game. And how about the Millionaire Raffle? It was an exhilarating time for us all!

Not only have you worked to educate yourself and your staff, you have passed on knowledge to your customers about new games and play styles, second-chance promotions and opportunities to meet a wrestling legend. You make a difference when you explain to a potential player how to: win a Camaro®, go green with Clean\$weep or win the chance to be on a game show. Your efforts have meant more than 820,000 scholarships and grants have been awarded to South Carolina's students since 2002. Our K-12 students have also benefited from the \$599 million in appropriations you have helped raise for their benefit.

It is certainly no surprise that my New Year's toast will be to you - Bravo lottery retailers! Well done and thank you! I recognize that your investment in lottery sales contributes to your net profits, but you are also helping to improve the future of South Carolina by increasing the educational opportunities available to our state's citizens.

Accept my best wishes, please, for a healthy, happy and prosperous 2011!

Sincerely,

Paula Harper Bethea
Executive Director
South Carolina Education Lottery

If you would like to speak with Paula Harper Bethea, contact Faris Keller in the Executive Office at (803) 737-3941.

Welcome to Selling Points

Selling Points is published monthly by SCEL. Every effort is made to ensure the information presented in this publication is correct. If you have an idea for an article or questions about this publication, please send correspondence to SCEL Publications Department, P.O. Box 11949, Columbia, SC 29211-1949 or call 803-737-2037.

Reminders

BY STATE LAW, ODDS INFORMATION MUST BE DISPLAYED IN ALL RETAIL OUTLETS ADJACENT TO SCEL POINT OF SALE. This information is included in the SCEL piece called "Odds of Our Games."

Display the Top Prizes Remaining Report: Every morning when you sign on, your terminal will generate a "Top Prizes Remaining" report. Please post this updated report in the clear sleeve or the change mat placed on your counter by your MSR. The clear sleeve must be on your ticket dispenser or near the point of purchase. You can run this report at any time from your reports menu if a player requests the information.

SCEL also provides updated prizes remaining and end-of-game information on a weekly basis. This information is also sent out in all ticket orders. Please make sure you review and display the most current information in your play station.

Oversized tickets with odds and prize information are always available for players. Your MSR attaches this information to a ring on your play station. Encourage players to read the information, but please discourage them from removing oversized tickets.

The Instant Game Ticket Information Sign and About Our Odds Sign must be posted at or near the point of purchase.

Contact Information

Ticket Orders: 1-866-737-7235 (Option 1) (7 a.m. to 5 p.m.)
Stolen/Missing/Extra Tickets: 1-866-269-5668
Intralot Help Desk: 1-877-500-5202
Customer Information: 1-866-736-9819 (8:30 a.m. to 5 p.m.)
Licensing Information: 1-866-737-7235 (Option 4)
Gambling Addiction Services: 1-877-452-5155

For more information, visit us online at:

www.sceducationlottery.com

Please Play Responsibly!

www.PlayResponsiblySC.com



RETAILER SPOTLIGHT

LI'L CRICKET #885 Walterboro, SC

By Venise Brown, Coastal Associate MSR

Li'l Cricket #885 in **Walterboro** has a simple secret to success:

ADVERTISE + PROMOTE = SUCCESS!

The location publicized an upcoming lottery promotion on their outside sign one week out. This was in addition to flyers provided by SCEL that were posted inside the location. The results were amazing!

During the one-hour promotion, approximately 35 players stood in line to spin the prize wheel. These players made the required lottery purchase of \$10 for a chance to spin the wheel—that's \$350 worth of lottery tickets sold. Interestingly enough, during the one-hour promotion, the retailer spotted only two of his daily players. Everyone else was new to **Li'l Cricket #885** and only stopped because they saw the sign outside of the store advertising the promotion.

See what a little self-promotion can do? This simple practice instantly earned **Li'l Cricket #885** new lottery players.



Manager Phil (center) and his staff Mike (left) and Janet (right) certainly know how to advertise an upcoming lottery promotion.



Selling Points

"I want to thank my customers. I didn't know a lot about Lottery when I started, but it's fun. Now we have a lot of repeat customers."

- **Manager Phil**
Li'l Cricket #885



99 Express in **Chester** sold a \$52,000 winning Weekly Bonus instant ticket. Owner Mary Nguyen proudly displays the winner's poster for all of her customers to see. Way to go 99!



Mitul Patel at the **Corner Stop 106** in **Spartanburg** was thrilled to learn his store sold a Triple Win instant ticket worth \$100,000.



Bharat and Renu Patel of **Sai Mart** in **Orangeburg** celebrate a \$200,000 winner on an In The Money instant ticket. The retailers were all smiles when they heard the news.

CELEBRATING NINE YEARS
OF SUPPORTING EDUCATION

By Julie Huffman
Beneficiary Communications Coordinator

Nine years ago, you penned a chapter in the state’s history books when you sold our first lottery tickets. Since then, our joint efforts have resulted in more than \$2.5 BILLION being appropriated to support education in South Carolina from January 2002 through FY 2011. In honor of our ninth anniversary, please enjoy these testimonials from recipients of some of the more than 820,000 lottery-funded scholarships and grants awarded to students since 2002. Their success is a result of your success!



When you sell a lottery ticket,
you’re not just selling a chance...

you’re also helping give one.
Imagine the possibilities.

Your investment in lottery sales has had a positive impact on students and their families all across our state. How different South Carolina would be without the educational opportunities you have helped create! Onward and upward in 2011! Together, let’s continue to work to raise funding for education.

Happy Anniversary!



My name is Leah Cooksey. I am a student at Florence-Darlington Technical College in Florence, S.C.

Lottery Tuition Assistance is important to me because I am a single mother, who works full time while trying to complete my education so I can provide a better life for my daughter. Because of the immense monetary demands of raising a child single-handedly, lottery proceeds have made earning my Criminal Justice degree possible.

I am very grateful for all of the assistance I have received from funding generated by the South Carolina Education Lottery.



C - L - E - M - S - O - N
I’m Max Sewesky, and I’m a Tiger.

The LIFE Scholarship is the reason I am here at Clemson. Of course, it has given me direction to keep my grades up because you have to maintain a 3.0 grade point average. I know that without the LIFE Scholarship, I probably would have gone to a smaller community college, but thankfully the financial aid has enabled me to attend Clemson. I love it here.



My name is Tawanna Morris, and I am a second-year student at Midlands Technical College.

Without Lottery Tuition Assistance, I would be unable to pay for college or have the money for books.

I have an older brother at South Carolina State University and a younger sister at Allen University. Because all three of us are in school at the same time, financial aid is extremely important to our family. Each of us has benefited from some form of lottery scholarship or grant.



I’m Lisa Ottenschot-Newman. I just want to say “thank you.”

I lost my job due to a merger within companies. One week before the deadline for registering for classes, I decided I was going to take a leap of faith and go back to school to earn an Accounting Degree.

I want a better life for my family. I am showing my two girls that if their Mom can go back to school then they can do anything.

I would have been unable to proceed without Lottery Tuition Assistance. Lottery Tuition Assistance has provided me a chance to gain an education.



I’m Whitney Nelson. I’m a Business Administration major at Morris College in Sumter, S.C.

I’m also a LIFE Scholarship recipient.

The LIFE Scholarship has truly made my time here at Morris College more efficient. I was able to take out fewer loans than I normally would have needed. It has lightened my stress load, as far as worrying where I’m going to get the money to afford tuition.



Hi, I’m Nicole Chase. I attend Greenville Technical College where I major in Psychology. I have the LIFE Scholarship.

I will be the first in my family to graduate from college, and my Dad is very proud of me. He is the one that pushes me most of all. The LIFE Scholarship definitely motivates me because, without it, I wouldn’t be able to go to college. I work hard to maintain the necessary grade point average.

In fact, my freshman year I earned a 3.5 GPA which is really high. That was pretty exciting.



GREENVILLE & MT. PLEASANT CLAIMS CENTERS CLOSING

Friday, January 14, 2011, is the last day the SCEL claims centers in Greenville and Mt. Pleasant will be open to process claims. **On Monday, January 17, 2011, the Columbia Claims Center and SCEL will be closed to observe the Martin Luther King Jr. holiday.**

Claims Procedure starting Tuesday, January 18:

- **\$500 and less:** Winning amounts up to and including \$500 may be redeemed at any SCEL licensed retailer location or mailed to SCEL, PO Box 11039, Columbia, SC 29211-1039.
- **\$500.01 up to and including \$100,000:** Tickets with winning amounts greater than \$500, up to and including \$100,000, have two redemption options:
 - 1) mail the ticket to the address on the back of the ticket (SCEL, PO Box 11039, Columbia, SC 29211-1039) or
 - 2) drive to the Columbia Claims Center.
- **\$100,000.01 and up:** For winning amounts greater than \$100,000, the winner must come in person to the Columbia Claims Center to redeem the ticket.

With the exception of state holidays listed on the website, the Claims Center is open from 8:30 a.m. to 5 p.m., Monday through Friday.



RETAILERS WIN IN THE MILLIONAIRE RAFFLE

By Paulette Parker-Smith
Play Responsibly Communications Coordinator

Your dedication has made the Millionaire Raffle a great success for you and your players!

724 winning numbers were drawn in the Final Drawing of the Millionaire Raffle, but raffle players aren't the only winners! Retailers received commissions for selling winning Millionaire Raffle tickets for \$10,000, \$100,000 and \$1 million prizes.

When the winning tickets are claimed, Kangaroo Express #912 in Ridgeland and Kangaroo Express #453 in Columbia will each receive \$10,000. Bi-Lo #65 in Columbia and The Spinx Company Inc. #127 in Greenville will each receive \$1,000 when claimed.

SCEL recognizes the hard work our retailers provide daily to make EVERY game successful. Thank you for your on-going contributions, and remember...it pays to sell lottery!

TAX TIME REMINDERS

FOR PLAYERS

Should players mention the need for tax forms, please tell them to contact the Columbia Claims Center at 803-253-4004 to request W-2G forms for Certain Gambling Winnings.

FOR RETAILERS

Independently Owned:

Non-corporate retailers will be mailed their 1099s for receipt by January 31. Additional copies may be requested from the location's retailer accountant in the Finance Department.

Corporate Owned:

Individual corporate locations do not receive 1099s but may request a Commission Information Report of total commissions.

The Finance Department may be reached toll-free by calling 1-866-737-7235, Option 3. Calls are answered during regular business hours, 8:30 a.m. to 5 p.m., Monday through Friday.

PICK 3 HAS TWO NEW "PAIR" PLAY TYPES STARTING JANUARY 31

Pick 3 players are impatiently awaiting Monday, January 31, when they can finally make a **"PAIR"** ticket purchase. In addition to choosing the draw and the bet amount, the two new **"PAIR"** play types require the player choose two numbers and specify their location, either the first two numbers or the last two numbers.*

Front Pair: To win a **Front Pair** wager, the player's two front numbers must match in exact order the first two numbers drawn by the Lottery.

Back Pair: To win a **Back Pair** wager, the player's two back numbers must match in the exact order the last two numbers drawn by the Lottery.

The two **"PAIR"** play types offer the best odds of any **Pick 3** game, 1 in 100. A winning 50 cent wager wins \$25; a winning \$1.00 wager wins \$50.

NEW Pick 3 FRONT PAIR/BACK PAIR



To play **Front Pair** or **Back Pair**, players must mark their request under the **"TYPE"** field on the play slip.

PLAY SLIP
**FRONT / BACK
PAIR / PAIR**

*See the Special Edition issue for more information.

Holiday CLOSINGS

JANUARY:

Mon., Jan. 3: SCEL will be open.

Mon., Jan. 17: SCEL will be closed to observe the Martin Luther King Jr. holiday. Retailers will NOT be able to order tickets.

FEBRUARY:

Mon., Feb. 21: SCEL will be closed to observe the Presidents' Day holiday. Retailers will NOT be able to order tickets. Remember to order early. Drawings will be held as scheduled.

WINNERS' board

Instant Games!

South Carolina Education Lottery
Pick 3

Pick 4

Cash 5

Add a Play

MEGA MILLIONS

POWERBALL

\$1,000

Cash Frenzy



Helen Brandon – Whitmire

Purchased from
Li'l Cricket #811 – Whitmire

\$2,600

Pick 4

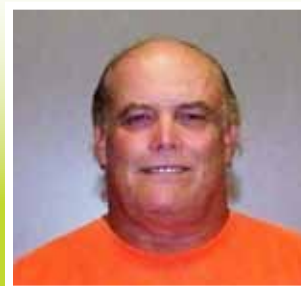


La'Troy Bates – Union

Purchased from
Dixie Curb Market – Union

\$75,000

Red, White
& Blue 7's



Louis Hymowitz – Hanahan

Purchased from
Pappy's Restaurant – Hanahan

\$2,000

Wild 10's



Ricky Richardson – Hartsville

Purchased from Markette
Store #19 – Hartsville

\$100,000

Ric Flair™
Wooooo!™



Christina Carroll – Goose Creek

Purchased from
Hess #3 – Mt. Pleasant

\$1,000

Right On
The Money



James Hutchins – Campobello

Purchased from Snack
Quick Stop – Campobello

UPCOMING games

The following games are scheduled to launch Tuesday, January 4, 2011:



Launch dates and tickets are subject to change as necessary.

Artwork shown is not necessarily representative of final product and is subject to change.

TICKET alerts*

Friday, January 7, 2011: Last day to return \$40,000 Cash (#358) and 5X The Money (#409).

Tuesday, January 11, 2011: Last day to redeem Dazzling Diamond 7's (#377), Red White & Blue 7's (#397), and Wheel of Fortune® (#380).

Wednesday, January 12, 2011: Last day to sell Super 8's (#387), Hit \$100 (#388), Extreme Cash (#399), 4's Galore (#403) and Camaro® (#404).

Friday, January 21, 2011: Last day to return Tripler (#389).

Wednesday, January 26, 2011: Last day to sell Struck by Luck (#411).

ENDING games*

Please start selling down the following:

SC-387 Super 8's
SC-388 Hit \$100
SC-399 Extreme Cash
SC-403 4's Galore
SC-404 Camaro®

Last day to sell:
Wednesday, January 12, 2011

Last day to return:
Friday, February 11, 2011

Last day to redeem:
Tuesday, April 12, 2011

SC-411 Struck by Luck

Last day to sell:
Wednesday, January 26, 2011

Last day to return:
Friday, February 25, 2011

Last day to redeem:
Tuesday, April 26, 2011

The following games are scheduled to launch Tuesday, January 25, 2011:

\$1 A Gift for You
\$2 24 Karat Cash
\$5 Lucky WOOOOO!™
\$10 Cash Blowout

* WATCH FOR **UPDATES** TO ENDING DATES THAT ARE SENT VIA YOUR LOTTERY TERMINAL.

Ending game dates are current as of Tuesday, November 23, 2010.